



**SUPPLEMENTAL AGENDA
PURCELLVILLE TOWN COUNCIL REGULAR MEETING
MARCH 28, 2017, 7:00 PM
TOWN HALL COUNCIL CHAMBERS**

- 1) Staff Report for Informational Item **11.a.iv. Purcellville Police Department Update** (C. McAlister/J. Schroeck) (pgs. 3-8)
- 2) No additional information available at this time for Discussion Item **11f. Pullen Property Playground Proposal**
- 3) Staff Report for Discussion/Action Item **11j. Sewer Back Up Policy & Program** (A. Vanegas) (pgs. 9-18) (Motion pg. 14)
- 4) Staff Report for Action Item **12b. Request for Information (RFI) for Fireman's Field*** (Council member Cool/R. Lohr) (pgs. 19-44) (Motion pg. 20)
- 5) Staff Report for Action Item **12e. Virginia Commission for the Arts - Local Government Challenge Matching Grant Recommendations*** (D. Davis) (pgs. 45-59) (Motion pgs. 46-47)

*Roll Call Votes

IF YOU REQUIRE ANY TYPE OF REASONABLE ACCOMMODATION AS A RESULT OF PHYSICAL, SENSORY OR MENTAL DISABILITY IN ORDER TO PARTICIPATE IN THIS MEETING, PLEASE CONTACT DIANA HAYS, TOWN CLERK, AT 540-338-7421. THREE DAYS NOTICE IS REQUESTED.

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STAFF REPORT
INFORMATION ITEM

Item #11a.iv.

SUBJECT: Purcellville Police Dept. Monthly Report

DATE OF MEETING: March 28, 2017

STAFF CONTACTS: Chief Cindy McAlister
Lt. Joe Schroeck

BACKGROUND:

The police department crime report and calls for service is provided to Town Council monthly as an informational item. This item includes calls year-to-date (YTD) for calendar year 2017.

ATTACHMENT(S):

1. YTD 2017
2. February 2017
3. January 2017

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This monthly report provides an overview of criminal activity within the Town of Purcellville. The report outlines the previous month's crime activity, with comparisons to the same time frame of the previous year. Also provided are clearance numbers for arrests.

Productivity information includes: calls for service, officer initiated activity, reports written, vehicular crashes handled, and hours' town patrolled by single officer. Also included is traffic citation data. This data assists the police department in developing strategies in combating crime, and maintaining the highest quality of life possible for residents and visitors within the town.

Respectfully submitted - Cynthia McAlister, Chief of Police

YTD Stats - Part 1 & Part 2 Crimes

Crime Part	Offense	2017	2016
0	TRESPASSING		6
1	ASSUALT	3	
	AUTO THEFT	1	
	BURGLARY	1	
	LARCENY	17	5
	Total Part 1 Offenses	22	11
2	DEST. OF PROPERTY	13	6
	DIP	2	
	DIS. CONDUCT	1	3
	DRUNKENNESS		3
	DUI	4	5
	LIQUOR LAW VIOL.		1
	NARC. RELATED	7	6
	RUNAWAY	4	
	SIMPLE ASSUALT	1	3
	Total Part 2 Offenses	32	27
Total		54	38

Arrests by Arrest Type

Arrest Type	Jan-17	Jan-16	Feb-17	Feb-16
O - On-view	2	5	4	9
S – Summoned/Cited	0	1	2	5
T - Taken Into Custody	1	3	2	5
TOTAL ARRESTS	3	9	8	17

Productivity Information

Type of Activity	Jan-17	Feb-17
Calls for Service	171	144
Officer Initiated Activity	1331	1081
Reports Written	55	61
Crashes	11	19
Solo Hours	24	36

Traffic Citations by Type

Citation Type	Jan-17	Jan-16	Feb-17	Feb-16
CITATION	70	59	93	45
PARKING TICKET	19	N/A	27	N/A
WARNING	66	N/A	67	N/A
TOTAL	155	59	187	45

*Parking tickets were not tracked separately and warnings were not tracked in Jan. Feb. of 2016.

Purcellville Police Department

Town Council Stats - Part 1 & Part 2 Crimes

From: 2/1/2017 | To: 2/28/2017

Responding Agency: PPD - PURCELLVILLE POLICE DEPT



Crime Part	Offense	Public Service Area	Count	Case Number
1	ASSUALT	730 (Loudoun Valley)	1	PPD170000099-001
		Total	1	
	BURGLARY	730 (Loudoun Valley)	1	PPD170000142-001
		Total	1	
	LARCENY	720 (Crooked Run)	1	PPD170000139-001
		730 (Loudoun Valley)	1	PPD170000142-001
		730 (Loudoun Valley)	1	PPD170000135-001
		740 (Blue Ridge)	1	PPD170000113-001
			1	PPD170000114-001
		770 (Country Club)	1	PPD170000120-001
		Total	6	
	Total Part 1 Offenses		8	
2	DEST. OF PROPERTY	710 (Gateway District)	1	PPD170000105-001
		730 (Loudoun Valley)	1	PPD170000099-001
		730 (Loudoun Valley)	1	PPD170000135-001
			1	PPD170000137-001
		740 (Blue Ridge)	1	PPD170000113-001
			1	PPD170000114-001
		770 (Country Club)	1	PPD170000097-001
		Total	7	
	DUI	710 (Gateway District)	1	PPD170000122-001
		770 (Country Club)	1	PPD170000155-001
			1	PPD170000147-001
			1	PPD170000104-001
		Total	4	
	NARC. RELATED	730 (Loudoun Valley)	1	PPD170000125-001
		730 (Loudoun Valley)	1	PPD170000119-001
		740 (Blue Ridge)	1	PPD170000150-001
			1	PPD170000150-001
		Total	4	
	RUNAWAY	720 (Crooked Run)	1	PPD170000116-001
		720 (Crooked Run)	1	PPD170000111-001
		Total	2	
	SIMPLE ASSUALT	740 (Blue Ridge)	1	PPD170000106-001
		Total	1	
	Total Part 2 Offenses		18	
Total Offenses			26	

End of Report

Purcellville Police Department

Town Council Stats - Part 1 & Part 2 Crimes

From: 1/1/2017 | To: 1/31/2017



Responding Agency: PPD - PURCELLVILLE POLICE DEPT

Crime Part	Offense	Public Service Area	Count	Case Number
1	ASSUALT	710 (Gateway District)	1	PPD170000084-001
		730 (Loudoun Valley)	1	PPD170000060-001
		Total	2	
	AUTO THEFT	740 (Blue Ridge)	1	PPD170000026-001
		Total	1	
	LARCENY	710 (Gateway District)	1	PPD170000061-001
			1	PPD170000117-001
			1	PPD170000042-001
		720 (Crooked Run)	1	PPD170000050-001
			1	PPD170000093-001
		760 (Emerick District)	1	PPD170000091-001
			1	PPD170000091-001
			1	PPD170000091-001
			1	PPD170000091-001
			1	PPD170000091-001
		780 (Fireman's Field)	1	PPD170000039-001
		Total	11	
	Total Part 1 Offenses		14	
2	DEST. OF PROPERTY	710 (Gateway District)	1	PPD170000084-001
		720 (Crooked Run)	1	PPD170000054-001
		730 (Loudoun Valley)	1	PPD170000021-001
			1	PPD170000086-001
			1	PPD170000057-001
		780 (Fireman's Field)	1	PPD170000062-001
		Total	6	
	DIP	710 (Gateway District)	1	PPD170000046-002
		760 (Emerick District)	1	PPD170000040-001
		Total	2	
	NARC. RELATED	710 (Gateway District)	1	PPD170000046-002
		730 (Loudoun Valley)	1	PPD170000083-001
			1	PPD170000032-001
		Total	3	
	Total Part 2 Offenses		11	
Total Offenses			25	

End of Report



STAFF REPORT
DISCUSSION/ACTION ITEM

Item #11j

SUBJECT: Sewer Backup Policy Program

DATE OF MEETING: March 28, 2017

STAFF CONTACT: Alex Vanegas, Director, Public Works

SUMMARY and RECOMMENDATIONS:

The purpose of this report is to update the Town Council on the Sewer Backup Policy Program that was presented to the Town Council at the January 12, 2017 meeting. The criteria for the updated policy and program was to

- To establish a policy that is fair and objective.
- To resolve when the Town should pay for costs associated with sewer backups.
- To be consistent with industry standards and neighboring jurisdictions.

Staff is recommending that the attached policy and program be approved whereby the Town's responsibility of any sewer backups is reserved to any issues occurring in the sewer main only.

BACKGROUND:

In the following paragraphs we will identify the existing Town of Purcellville policy and the way other local municipalities handle sewer backups. We also asked other local municipalities if they have maintenance responsibility for the sewer main only or maintenance responsibility for the sewer main and the section of sewer lateral between the property line/cleanout (CO) and the main. In addition, we contacted other local municipalities to determine when they paid for damages associated with a sewer backup

and if they had a program in place to help minimize the number of sewer backups and the costs associated with a backup.

Current TOP sewer lateral maintenance policy:

- The current revision of the Town of Purcellville's Water and Sewer Lateral Maintenance Policy was adopted on March 10, 2009. It states that the Town is responsible for the sewer lateral from the property line to the main provided that the sewer main is located in the public right-of-way and no further than 50 feet from the property line. In the event that the line is an older line that travels across private property or is further than 50 feet in the public right-of-way, the following items must occur before the Town will accept responsibility:
 - The Town has documentation from internal files or the property owner's records that the line was formally dedicated and accepted by the Town of Purcellville for maintenance.
 - All easements are recorded allowing the line to cross public right-of-ways and private property.
 - Verification that this line is not a privately maintained line and is the responsibility of the property owner for maintenance.
- Property owners are responsible for the sewer lateral from the property line to the connection in the home or business. If it is demonstrated that a blockage is on the property owner's portion of the sewer lateral, the property owner is responsible for the repair of the lateral and for cleanup. In addition, property owners are responsible for any blockages or breakages that occur on the Town's maintained section of the lateral if the homeowner's or occupant's negligence including inappropriate disposal of solids or non-water soluble items through the sewer system, or inappropriate activities by the homeowner or occupant occur near the lateral which has compromised the performance of the lateral. If the town has already completed repair work, the town can require reimbursement from the homeowner.

- Most municipalities that were contacted take responsibility for the **sewer main only** and not for any portion of the sewer lateral or CO. Staff has listed the municipalities that were contacted and the portion of the sewer lateral they are responsible for:
 - Purcellville-Responsible for the section of the lateral between the property line/CO and the sewer main, see policy above
 - Round Hill-Responsible for sewer main only
 - Leesburg-Responsible for sewer main only
 - Loudoun Water-Responsible for sewer main only
 - Berryville-Responsible for sewer main only
 - Fairfax County-Responsible for sewer main only
 - Fauquier County-Responsible for sewer main only
 - Stafford County-Responsible for sewer main only
 - Prince William County-Responsible for the section of the lateral between the property line/CO and the sewer main, same as Purcellville.

VML Insurance:

- In determining if and when the Town should pay for costs associated with a sewer backup and in identify what changes if any need to be made to the Town's current Water and Sewer Lateral Maintenance Policy we contacted our representative with the Virginia Municipal League (VML) Insurance Program. We did this to determine what VML's policy includes when the Town makes an insurance claim due to a sewer backup. We were referred to Mr. Chuck Finley, the Director of Property Claims, and he explained the limits of our policy. VML also sent us a sample sewer backup prevention program packet that the Town could use/reference when developing or making changes to our policy. Currently the Town has a Water and Sewer Lateral Maintenance Policy and an Emergency Sewer Blockage/Leak Response SOP but not a Sewer Backup Prevention Program. Additional information Mr. Finley provided in our conversations includes:

- The government insurance coverage started around 2000.
- Mr. Finley has been with them since November 2001.
- Initially they offered “General Liability” coverage only.
- In July 2001 they started offering “No Fault” coverage.
- During the period of time Mr. Finley has worked for VML they have only covered sewer backup incidents if they occurred in the sewer main. They do not cover any type of incident in a lateral. They view the lateral as private property, even if it is in the public right-of-way, see attachment 2.
- VML offers General Liability Coverage which the Town’s policy includes:
 - The Town has \$1,000,000 coverage per occurrence
 - The incident has to have happened in the main (they do not cover any type of incident in any portion of the lateral).
 - 95% of the time the Town is NOT covered under “General Liability,” the town has to be legally liable for the incident to be covered.
 - An example of when we would be covered under “General Liability” is if the Town knew about a situation/problem in our sewer system and did nothing about it to correct the problem.
 - The Town should keep a good record when documenting their maintenance program to help with this determination. If the Town had been maintaining the line on a regular basis the claim would not be reimbursed under this category but under “No Fault” see below.
- VML offers No Fault Coverage which the Town’s policy includes:
 - The town has \$10,000 coverage per occurrence/incident, NOT per resident.
 - Designed for a sewer backup when the Town is NOT liable.
 - The incident has to have happened in the main (they do not cover any type of incident in any portion of the lateral).
 - An example of an incident covered under “No Fault” is fats, oil and grease (FOG), roots and Infiltration and Inflow (I&I).

- The claim reimbursement would come from this category even if the town has been regularly maintaining the line. But once again the clog needs to be in the main and not the lateral for a reimbursement to occur.
- Most reimbursements fall into this category for costs associated with the cleanup and damages of a sewer backup on their property.

How Other Municipalities Pay for Sewer Backups:

- The *Town of Leesburg* submits claims to VML for the cleanup and damages caused by sewer backups. They have received monies from both the “General Liability” and the “No Fault” category from VML in the past. They take responsibility for the **sewer main only** so they are only requesting for reimbursement when the backup is caused by an issue in the sewer main.
- *Loudoun Water* very rarely pays for the cost of the cleanup and damage after a sewer backup because they consider themselves **not liable**, see insurance description above. They used to submit more claims in the past and would receive insurance payments from the “No Fault” category. They have stopped this practice and only submit a claim if they feel it falls into the “General Liability” category, which is only 5% of the time.
- *Fairfax County* said in the past they have always paid for cleanup and damages to the resident or business if the sewer backup was caused by a problem in the sewer main. It is **not** their policy to pay for any cleanup or damages if the backup is due to an issue in any part of the lateral because they are not responsible for the maintenance of any part of the sewer lateral. However, they are starting to take a closer look if the sewer main is routinely maintained and the blockage in the sewer main is caused by FOG or roots. This is because if they are routinely maintaining their lines, these are not conditions that would make them liable to pay for cleanup and damages caused by a sewer backup and therefore VML would not reimburse the municipality under the “General Liability” category. The claim would have to

be paid under the “No Fault” category and the municipality is submitting fewer claims that would fall under the “No Fault” category.

BUDGET IMPACT:

The out of pocket expense of sewer back-ups paid by the Town over the past decade was approximately \$114,788.74. If the Town had revised the Sewer Back-up Policy to cover only the sewer main as the portion of the Town’s responsibility then the cost would have been only \$14,811.00. This would have resulted in a cost savings of \$99,977.40 over the past decade. See Attachment #2.

MOTION:

“I move that the Purcellville Town Council adopt the Sewer Back-up Policy and Prevention Program dated March 10, 2017 and direct staff to conduct an educational outreach to inform the public of the Sewer Back-up Policy and Prevention Program dated March 10, 2017.”

ATTACHMENT:

1. Sewer Back-up Prevention Program (dated March 10, 2017)



Sewer Back-up Policy Statement & Prevention Program

March 10, 2017

I. Purpose

This program has been developed in an effort to reduce the number of sewer back-ups and minimize both the resource of time and expense associated with sewer back-ups. These efforts should lead us towards meeting compliance with applicable regulatory guidelines and reducing the number and severity of sewer back-ups.

II. Policy Statement

The Town of Purcellville believes that a prompt, effective response to sewer back-ups is an essential element of its overall objective to provide efficient and effective services to the community. To this end, management will provide the leadership, commitment, support, and resources necessary to implement and maintain the Sewer Back-up Prevention Program. Regardless of where and why backs up occurs, we will advise the parties involved as to their responsibilities and provide suggestions as to whom to contact and how they should handle needed repairs and cleanup. ***If it is determined that the blockage originated in the main lines, the Town of Purcellville will respond in accordance with all applicable laws, policies and practices.*** All sewer back-ups that occur in sewer laterals serving a property will be the responsibility of the property owner.

III. Introduction

Sewer back-ups create a stressful and emotional situation to all affected parties. Potentially, it may cause health and safety exposures as well as significant property loss. Proper responses to sewer back-ups can minimize losses from negative health effects and property damages, as well as helps protect the assets and reputation of the entity. Each situation will be unique and may require slightly different responses. However, there are universal principles that may be applied to all situations.

The best risk management practice for sewer back-ups is to **prevent them from occurring**. Even in the best-run system, back-ups will occur – the goal then becomes **containment**. Therefore, good risk management control encompasses two primary goals:

Prevention - establishes **pro-active** policies and procedures designed to reduce the frequency of occurrences.

Containment - accomplished by establishing policies and procedures to minimize cost, conserve assets and protect the reputation of the Town of Purcellville.

IV. Prevention

The Town of Purcellville has a duty to use reasonable care in maintaining its sewers. Even in well-managed organizations, back-ups may occur because of improper actions of users, vandalism, and infiltration of sand/silt, root growth or unforeseeable sewer line problems.

The Maintenance Superintendent will be responsible for evaluating and identifying exposures through a preventative maintenance program. In addition, the superintendent will working with the Engineering division to review CCTV video of the collection system.

Evaluation and Identification of Exposures

1. Frequency of sewer line maintenance will be determined, based on actual experience. Chronic problem areas where grease, debris, roots, etc. have caused back-ups should be identified. These areas will be cleaned twice a year for the first year and if there are no further problems, it will be cleaned once the second year and return to the normal schedule the third year. Management and field supervisors should meet periodically to develop action plans to prevent recurring back-up problems.
2. Based on manpower, workload, capability of equipment, the Town establish an overall goal of cleaning the entire system within a 5 year period. A combination of mapping, color-coding, videotape, and documentation of complaints will be utilized to prioritize needs for preventative maintenance and future upgrades.
3. As with cleaning schedule, an inspection schedule should also be developed to insure that all parts of the system are inspected within an appropriate time frame.
4. The Town of Purcellville will maintain the lift stations annually using specific maintenance that is reasonable and recommended. A qualified electrician will inspect and maintain the electrical components of the lift stations. The flow meters at the lift stations will be checked on a daily basis to ensure that they are working properly and to detect any problems in the system.

Preparing to Respond

1. Staff will use appropriate forms for documentation, such as, telephone complaint log, field response report, and permission to inspect form and other documentation as required by the situation.

2. Designate specific personnel to receive and handle sewer back-up calls. This person or persons should be selected based on prior experience with customer complaints, relative training and/or education. Have someone “on call” at all times (24 hours/7 days). All complaints will be documented on the complaint log indicating date time, name of caller, location, specific complaint, recommended action, and to whom referred.
3. Designate a specific “response team” to physically respond to sewer back-up calls. Train these employees on proper procedures, such as, what to say and not to say. This response team should have ready access to appropriate equipment for determining the problem and completing repairs as needed.
4. Designate one or more crews to pro-actively provide (1) routine inspections in accordance with established inspection schedule and (2) provide jetting, rodding and repairs, also in accordance with established schedule. Make sure that these crews have proper equipment and training with regard to their specific tasks. Smaller organizations may have only one crew, composed of individuals who are cross-trained in several job descriptions.
5. Develop list of local plumbing companies and service contractors. To avoid showing favoritism, most companies listed in the phone book should be included. Avoid recommending specific companies or indicating “the best company”.

Reducing Exposures

1. An on going “public information and awareness campaign” should be implemented. Information should be distributed by means of placing pamphlets in literature racks, bill stuffers, public service announcements, etc. This campaign should educate citizens as to the causes of sewer back-ups and appropriate preventative action.
2. Periodically inform users that no matter how diligent the Town of Purcellville is a risk of back-flow always exists and that a check valve will reduce the likelihood of damage. Also, periodically inform sewer users of the appropriate steps needed to keep their check valves operating properly.
3. Upon changing the Sewer Backup Policy, inform residents that many homeowners’ policies offer sewer backups coverage as a rider. The homeowner should contact their insurance agent for details.

V. Containment

Receiving the Call

1. Gather all available facts/determine the following: location, name of caller, phone number, time, date, nature of problem, what has been done so far, what people or property is at risk, etc. Show sympathy but remain calm and professional. Inform the customer that a representative from the Town's Utility Department will respond to your premises to determine if a problem exists in the Town's sewer main or water main before they call a plumber.

Field Response

1. All actions by the response team must be documented, showing the date, time and specific action taken during the initial response and subsequent follow-up visits.
2. The initial response will vary greatly depending on the equipment available and the facts of the situation. Meet the caller/user and tell them what you will be inspecting (always be calm and professional). Show respect for the home and sympathy for the people. Inspect the back-up area and take steps to protect people and property that may be at immediate risk.
3. Take all necessary steps as required to determine the cause of the problem. Take photos or video to document the actual situation – nature, extent, location and possible source/cause of the back-up-again, steps will vary for each situation. Check the flow in manholes above and below the back-up location and document findings. If necessary, televise the lines to find the problem. Record on videotape, if possible.
4. If the source of the problem is in the customer's lateral line, clearly explain what they need to do to repair the problem. Confirm to the users that **THEY** need to arrange for initial clean up and clearing of lateral lines out to the street. Provide your list or suggest they look in the phone book for local clean up service company choices.
5. If it is determined that the sewer main is blocked, quickly arrange for the repair and/or correction of the problem. If possible, provide assistance and advice to the user with regard to clearing the lateral lines. Do not accept responsibility for the back-up or property damage. Explain that your insurance provider will make final determination regarding responsibility for cost of repairs/clean-up.
6. Record pertinent information on the TOP Investigation Report and be sure to document, document, and document.



STAFF REPORT
ACTION ITEM

Item # 12.b

SUBJECT: Request for Information (RFI) for Fireman's Field

DATE OF MEETING: March 28, 2017

STAFF CONTACTS: Ryan Cool, Council Member
Robert W. Lohr, Jr., Town Manager

SUMMARY and RECOMMENDATIONS:

At the February 28, 2017 Town Council Meeting, the Town Council discussed options for the Fireman's Field complex. At the meeting, Council Members indicated their desire to develop and issue a Request for Information (RFI) to find potential firms that would be interested in managing all or a portion of the Fireman's Field Property.

BACKGROUND:

Subsequent to that meeting, staff and Council Member Cool have worked together to develop the attached RFI. Council Members provided input into the initial draft, and those comments have been incorporated as best as possible.

A clean version and mark-up version of the proposed RFI are attached. The matrix of input and email comments from Council Member McCollum are also attached.

ISSUES:

There are no issues at this point with issuing an RFI. Any future action or discussion will be at Council's discretion. Based on the deadline to make a decision by the end of the year, action by Council at this meeting to issue the RFI is desired to continue the process.

BUDGET IMPACT:

There is no budget impact to issuing this RFI.

ALTERNATIVES:

Council can propose edits or additional language, if needed.

DRAFT MOTIONS:

1. I move that the Town Council approve the Request for Information for Fireman's Field as shown in Attachment 1 and authorize staff to advertise this RFI. I further direct staff to work with Mayor Fraser and Council Member Cool in reviewing the responses and return to Council as soon as possible with recommended next steps.

OR

2. I move that the Town Council approve the Request for Information for Fireman's Field as shown in Attachment 1 with the following amendments: _____. and authorize staff to advertise this RFI. I further direct staff to work with Mayor Fraser and Council Member Cool in reviewing the responses and return to Council as soon as possible with recommended next steps.

OR

3. I move an alternate motion.

ATTACHMENTS:

1. Request for Information – Clean Version
2. Request for Information – Marked-up Version
3. Matrix of Comments
4. Council Member McCollum's Comments



**REQUEST FOR INFORMATION (RFI)
FOR OPERATION, MANAGEMENT AND PRESERVATION OF
PURCELLVILLE'S HISTORIC FIREMAN'S FIELD COMPLEX
RFI #XXX-2017-01**

Issue Date:	March 31, 2017
Submittal of Questions/Clarifications	April 14, 2017
Information Due Date:	April 28, 2017, 11:00 AM
Delivery Address:	Town of Purcellville Procurement Office 221 S. Nursery Ave. Purcellville, VA 20134
Procurement Contact & Questions:	Kathy Elgin, CPPO Procurement Specialist kelgin@purcellvilleva.gov

ADDENDA: Please note that any addenda issued for this solicitation will be posted to the Town of Purcellville's Bid Board. To register for this notice of bid's or addenda, go to www.purcellvilleva.gov/bids.

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I. PURPOSE

The Town of Purcellville desires to contract with a firm for the operation and management of the Bush Tabernacle and the Fireman's Field complex with the purpose of generating public revenue for the citizens of the town while fully and in perpetuity preserving the character and town ownership of the entire property. While not required, Responding Firms ("Respondents") may also propose to operate and manage the picnic pavilion and associated tables and gazebo located at Fireman's Field in conjunction with Bush Tabernacle.

The Fireman's Field property, located at 250 South Nursery Avenue, in this context, is defined to include the entire 15.89 acre parcel, with the following amenities:

- Bush Tabernacle/Skating Rink
- Fireman's Field Stadium and Ballfield
- Haske Field and Practice Field
- Dillon's Woods Park and Open Space
- Parking Lot and Infrastructure
- Pavilions and Gazebo

A map of the property and current responsible parties is provided as Attachment 1.

Currently, the Bush Tabernacle is operated by the Purcellville Teen Center, Inc. through a Concessionaire Agreement with the Town. This contract is valid through October 31, 2020, and the Purcellville Teen Center provides activities, events, roller skating, and other similar activities within the Bush Tabernacle.

The Fireman's Field Stadium and Ballfield are maintained, operated, and scheduled by the Loudoun County Department of Parks, Recreation, and Community Services (PRCS). This arrangement continues a lease agreement that was originally approved in 1984 and has been extended multiple times. In the fall of 2016, Town Council members and staff approached the County with discussions on additional investment in the property or payments to the Town for use of the property. At that time, the County indicated that Fireman's Field, while a valuable and historic site, is not a necessary part of the PRCS ballfield inventory. As such, the County is not interested in paying for use of the field. The County did agree to extend the lease to maintain the field and areas "inside the fence" until December 31, 2017, in order to provide the Town Council an opportunity to explore other ways to continue operations of the property. Fireman's Field is used by Greater Loudoun Babe Ruth, Upper Loudoun Little League, American Legion, the Purcellville Cannons, various tournaments and Upper Loudoun Youth Football.

Haske Field and the adjacent T-Ball/Practice Field are operated and maintained by Upper Loudoun Little League. They are responsible for all field scheduling, maintenance of dirt and turf, and cleanup of this portion of the property. Neither the Town nor County maintain these two

smaller fields.

Dillon's Woods and the associated open space (including picnic shelter, picnic tables, pavilions, and gazebo) are maintained by the Town. These areas are used for Town-sponsored special events, private special events, and certain areas will be available for hourly or daily rental (such as the pavilion, when it is rebuilt - in progress).

The parking lot is maintained by the Town and provides parking for Town Hall, the other amenities on site, and general parking for activities in the Town. Continued public access to this parking lot is crucial for ongoing Town government operations.

A. OPTIONS AND OPPORTUNITIES:

The County will maintain and operate Fireman's Field for 2017 at no cost to the Town, but this arrangement is set to expire at the end of 2017.

During discussions over the past months, Purcellville Town Council proposed options for gaining information on ways to proceed with future management of the entire Fireman's Field property. The town is looking for options that will (1) generate and maximize public revenue for Purcellville citizens; and (2) permanently preserve the character and feel of the property as a historic town asset and key component of Purcellville's community identity.

With this RFI, the Town seeks input from firms that would manage the entire property on behalf of the Town. The Town Council has authorized staff to issue this RFI for firms that may wish to manage the Property. The Town anticipates that firms may be interested in either managing all or particular components of the complex, although it is the Town's preference that a Respondent manage the *entire* property. If a Respondent wants to manage less than the entire complex, such a Respondent should provide the necessary detail about how this would be managed and coordinated with the property not under the Respondent's control. We encourage all interested parties to provide a response to what they feel they can most effectively manage. This RFI does not guarantee the release of a Request For Proposal (RFP).

It is important to note that several members of the Purcellville Town Council and Community have expressed a desire that any proposal maintains and/or improves upon many of the existing activities and events as the Town Citizens and greater Purcellville Community view this Fireman's Field and Tabernacle complex as having significant community and historic value.

A sample listing of these events and activities are listed below:

Events and Users of Fireman's Field & Tabernacle, such as:

Loudoun Grown Expo
Wine & Food Festival
Music and Arts Festival
Christmas Events/Trolley Tour
Baseball Tournaments, such as Babe Ruth World Series, American Legion Districts
Upper Loudoun Youth Football League Games
Upper Loudoun Little League Baseball Games
Cannons (Valley League) Baseball
Movie Nights, Skating, Birthday Parties, Weddings/Receptions, Dances, etc.
Teen Center
Parking Lot for Town Hall Operations/Events

B. ASSUMPTIONS OF TOWN RESPONSIBILITIES:

While the Town is willing to discuss certain levels of responsibilities and maintenance during the terms of any proposed contract, the Town would encourage any respondent to explore all options including the following:

- What maintenance services or roles you would be willing to accept or assume during the contract. What maintenance or roles you would not be willing to address.
- What support or services you would need the Town to manage under your proposal.

II. BACKGROUND

The Tabernacle is an elongated octagon approximately 80 feet wide by 160 feet long which is located at Fireman's Field, 250 S. Nursery Avenue in Purcellville. This special place is listed on the Virginia Landmarks Register and is on the National Register of Historic Places. Over a century old, the building has a roller skating rink, stage, concession area, basketball goals, and a sound system. Located behind the Tabernacle is the picnic pavilion with picnic tables, long wood tables and a gazebo.

The Town became record owner of the Fireman's Field property including the Tabernacle and picnic pavilion effective April 29, 2008 and entered into a concession agreement for a one-year period beginning in June 2008. In June 2009, the Town suspended operations of the Tabernacle in order to renovate the building. Renovations included: a new geothermal HVAC system; mechanical, electrical, and plumbing improvements, bathroom renovations, kitchen improvements, structural stabilization and roof replacement. The Tabernacle will be made available for inspection by potential Respondents prior to submission deadline.

Prior to the renovations, a teen program was held at the Tabernacle, *The Vibe @ Purcellville Teen Center*, with hours of operation on Fridays from 7:00 p.m. to 9:00 p.m. for Middle School students (6th – 8th grades) and 9:00 p.m. to 11:00 p.m. for High School students (9th – 12th grades). Other examples of events that took place at the Tabernacle and picnic pavilion include: Bluemont Dance, birthday parties, private skate sessions, wedding receptions, an annual antique show, and elementary school events. In addition to skating at the Teen Center, public skate sessions were scheduled as follows: Tuesday, 9:00 a.m. – 12:00 p.m. and 5:00 p.m. – 8:00 p.m.; Wednesday, 9:00 a.m. – 12:00 p.m.; Friday, 4:00 p.m. – 6:30 p.m.; Saturday, 1:00 p.m. – 4:00 p.m.; Sunday, 2:00 p.m. – 5:00 p.m.

The current, regular schedule at the Tabernacle is as follows:
General Admission (\$6 for all-day skating, including skate rentals):
Monday and Tuesday, closed;
Wednesday through Friday, 3:00 to 7:00 p.m.;
Saturday, 10:00 a.m. to 7:00 p.m.; Sunday, 12:00 to 7:00 p.m.

Toddler Time: Wednesdays, 10:00 a.m. to 12:00 p.m.
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Teen Center: Fridays, 7:00 to 9:00 p.m.

Purcellville has also played host to the Babe Ruth World Series at Fireman's Field with the first tournament held in 1998. Other years the Babe Ruth World Series was played in Purcellville are 2001, 2004, 2007, 2010, and 2013. At the 2007 games, Babe Ruth's own daughter, Julia Ruth Stevens, threw out the ceremonial first pitch.

The Town intends for the restored Tabernacle to continue to be the hub of community events, cultural education and entertainment in the Town and an attraction to visitors throughout the region. The Town hosts its three signature events at Fireman's Field: the Loudoun Grown Expo in February, the Purcellville Music and Arts Festival in May, and the Purcellville Wine and Food Festival in July.

More information on Fireman's Field can be found at www.firemansfield.org.

Fireman's Field is comprised of 15.89 acres located between 20th Street and Nursery Avenue. The complex has distinct operations which includes the following:

- Bush Tabernacle which is used as a skating rink, event venue and teen center.
- Haske Field operated and maintained by Upper Loudoun Little League (ULLL) which includes a little league field and t-ball field along with accessory buildings.
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- Dillion's Woods which includes some of the largest remaining stands of oak trees in Loudoun County and also includes the performing pavilion, picnic shelter which has currently been removed for safety purposes and is in the process of being restored and picnic table pad sites throughout the wooded area.
- Hard surface landscaped environmentally friendly parking spaces to support all of Fireman's Field operations and the Town Hall.
- 9/11 First Responder's Memorial

The Fire Department placed Fireman's Field in a conservation easement with the Commonwealth of Virginia, Department of Historic Resources. This is a perpetual conservation restrictive easement. It is perpetual and cannot be extinguished by any process other than a judicial proceeding. The conservation easement covers the Bush Tabernacle, Fireman's Field Stadium and the wooded area and open space to the east and south of the Bush Tabernacle. There is also a restrictive covenant on the parking lots which prohibits or limits development in that section. The area known as Haske Field which includes the little league field and T-ball field is located outside the conservation easement area and the restrictive covenant area. A copy of the easement is included under Attachment 2.

III. SCOPE OF SERVICES

The Town of Purcellville desires to contract with a firm for the operation and management of the Bush Tabernacle and the Fireman's Field complex with the purpose of generating public revenue for the citizens of the town while fully and in perpetuity preserving the character and town ownership of the entire property. While not required, Respondents may also propose to operate and manage the picnic pavilion and associated tables and gazebo located at Fireman's Field in conjunction with Bush Tabernacle.

Management responsibility may include but is not limited to the following:

1. Day to day operations of the facility
2. Hosting, coordinating, and scheduling events approved by Town Management
3. Advertising and marketing of events approved by the town
4. Ticketing and entrance fee collection on behalf of the Town Management
5. Manage the sale of ad placement (i.e. scoreboard and field banners) at all approved locations within the facility
6. Pursue and capture sponsorships and naming rights deals for additional revenue.

IV. RFI PROPOSAL SUBMISSION REQUIREMENTS

- A. The Town will not accept oral proposals or proposals received by telephone, facsimile machine, electronic mail or any other electronic or digital means of transmission.

- B.** All proposals shall be in writing and contained within a bound or stapled document. A proposal consisting of loose pages will not be accepted.
- C.** One original and four (4) complete copies of the proposal marked “Operation and Management of Fireman’s Field Complex and/or component of the Complex” shall be submitted.
- D.** All erasures, interpolations, and other changes in the proposal shall be signed or initialed by the Respondent.
- E.** The proposal and any other documents required, shall be enclosed in an opaque envelope. The envelope containing the proposal shall be sealed and marked in the lower left-hand corner with the RFI number, title (Operation and Management of Fireman’s Field Complex and/or component of the Complex), hour, and due date of the proposal.
- F.** The time proposals are received shall be solely determined by wall clock in the Town Hall reception desk area. Respondents are solely responsible for ensuring that their proposals are stamped by Town personnel by the deadline indicated and are strongly advised to submit proposals well before the deadline.
- G.** By submitting a proposal in response to this RFI, the Respondent represents they have read and thoroughly understand the required Scope of Services and have familiarized itself with all federal, state, and local laws, ordinances, and rules and regulations that in any manner may affect the cost, progress, or performance of the Contract work.
- H.** The failure or omission of any Respondent to receive or examine any form, instrument, addendum, or other documents or to acquaint itself with conditions existing at the Tabernacle and picnic pavilion, shall in no way relieve any Respondent from any obligations with respect to its proposal or to the Contract.
- I.** The Town discourages a Respondent from including any trade secrets or proprietary information, but if a Respondent believes such information is necessary and appropriate, the Respondent and Town will follow Code of Virginia § 2.2-4342(F).
- J.** A proposal may not be modified, withdrawn, or cancelled by the Respondent during the stipulated time period following the time and date designated for the receipt of proposals, and each Respondent so agrees in submitting a proposal.
- K.** Prior to the time and date designated for receipt of proposals, a proposal submitted may be modified or withdrawn by notice to the party receiving proposals at the place designated for receipt of proposals. Such a notice shall be in writing over the signature of the Respondent and shall be mailed and postmarked on or before the date and time set for receipt of proposals. A change shall be so worded as not to reveal the payment amount of the original proposal. Withdrawn proposals may be resubmitted up to the date and time designated for the receipt of proposals, provided that they are then fully in conformance with these RFI Proposal
- L.** If within two (2) business days after proposals are opened any Respondent files a duly signed written notice, accompanied by original work papers, with the Town that there was a material and substantial mistake in the preparation of its proposal, that

Respondent may withdraw its proposal. This procedure shall follow Section 2.2-4330(i) of the Virginia Public Procurement Act (VPPA). Thereafter, if the work is re-bid or re-advertised for proposals, that Respondent will be disqualified from further submitting a proposal on the work.

V. RFI PROPOSAL RESPONSE FORMAT

- A.** Respondents shall submit a detailed written proposal that presents the Respondents' qualifications and understanding of the work to be performed and services required. Respondents are asked to address each evaluation criterion and to be specific in presenting their qualifications. The proposal should provide all the information considered pertinent to the qualifications for this project.
- B.** The Respondent should include in their proposal the following:
- 1.** Table of Contents – All pages are to be numbered.
 - 2.** Introduction – Present a summary of the proposal.
 - 3.** Cover letter - On company letterhead, signed by a person with the authority to submit a response to this RFI. The cover letter must provide a succinct but detailed executive summary concerning the Respondent's qualifications to manage, operate, and preserve the Tabernacle including the picnic pavilion (if proposed) at Fireman's Field.
 - 4.** Response to Scope of Services – The Respondent should address and respond to each section of the Scope of Services (Section III) individually with an indication of their response. The Respondent shall identify any exceptions, referenced to the paragraph number, in a subsection titled "Exceptions."
 - 5.** Company Profile – Respondents are to present a Company profile that clearly shows the ability, capacity and skill of the Respondent and their employees to adequately perform all services required in the Scope of Services (Section III).
 - 6.** Subcontractors - Information on any subcontractors necessary to provide the services required. Provide name, experience, address, telephone number and qualifications (if applicable).
 - 7.** References – Provide a minimum of three current professional (3) references, who can attest to the Respondent's past performance providing facility and event management services similar to those required for this Contract. The

list should include contact persons, their email address and telephone number. Respondents may not use the Town of Purcellville as one of their references.

8. Personnel Management - Detailed explanation concerning training and supervision procedures for Respondent's staff and employees.

9. Appendices – Optional for Respondents who wish to submit additional material that will clarify their response.

VI. GENERAL TERMS AND CONDITIONS

A. The Town of Purcellville has established Codes, Zoning Ordinances and general regulations. Respondents seeking to operate Fireman's Field will be required to meet these requirements.



**REQUEST FOR INFORMATION (RFI)
FOR OPERATION, MANAGEMENT AND PRESERVATION OF
PURCELLVILLE'S HISTORIC FIREMAN'S FIELD COMPLEX
RFI #XXX-2017-01**

Issue Date:	March 31, 2017
Submittal of Questions/Clarifications	April 14, 2017
Information Due Date:	April 28, 2017, 11:00 AM
Delivery Address:	Town of Purcellville Procurement Office 221 S. Nursery Ave. Purcellville, VA 20134
Procurement Contact & Questions:	Kathy Elgin, CPPO Procurement Specialist kelgin@purcellvilleva.gov

ADDENDA: Please note that any addenda issued for this solicitation will be posted to the Town of Purcellville's Bid Board. To register for this notice of bid's or addenda, go to www.purcellvilleva.gov/bids.

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I. PURPOSE

The Town of Purcellville desires to contract with a firm for the operation and management of the Bush Tabernacle and the Fireman's Field complex with the purpose of generating public revenue for the citizens of the town while fully and in perpetuity preserving the character and town ownership of the entire property. While not required, [Responding Firms \("Respondents"\)](#) may also propose to operate and manage the picnic pavilion and associated tables and gazebo located at Fireman's Field in conjunction with Bush Tabernacle.

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The Fireman's Field property, located at 250 South Nursery Avenue, in this context, is defined to include the entire 15.89 acre parcel, with the following amenities:

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- Bush Tabernacle/Skating Rink
- Fireman's Field Stadium and Ballfield
- Haske Field and Practice Field
- Dillon's Woods Park and Open Space
- [Parking Lot and Infrastructure](#)
- [Pavilions and Gazebo](#)

A map of the property and current responsible parties is provided as Attachment 1.

Currently, the Bush Tabernacle is operated by the Purcellville Teen Center, Inc. through a Concessionaire Agreement with the Town. This contract is valid through [October 31, 2020](#), and the Purcellville Teen Center provides activities, events, roller skating, and other similar activities within the Bush Tabernacle.

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The Fireman's Field Stadium and Ballfield are maintained, operated, and scheduled by the Loudoun County Department of Parks, Recreation, and Community Services (PRCS). This arrangement continues a lease agreement that was originally approved in 1984 and has been extended multiple times. In the fall of 2016, Town Council members and staff approached the County with discussions on additional investment in the property or payments to the Town for use of the property. At that time, the County indicated that Fireman's Field, while a valuable and historic site, is not a necessary part of the PRCS ballfield inventory. As such, the County is not interested in paying for use of the field. The County did agree to extend the lease to maintain the field and areas "inside the fence" until December 31, 2017, in order to provide the Town Council an opportunity to explore other ways to continue operations of the property. Fireman's Field is used by Greater Loudoun Babe Ruth, Upper Loudoun Little League, American Legion, the Purcellville Cannons, various tournaments and Upper Loudoun Youth Football.

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Haske Field and the adjacent T-Ball/Practice Field are operated and maintained by Upper Loudoun Little League. [They are responsible for all field scheduling, maintenance of dirt and turf, and cleanup of this portion of the property.](#) Neither the Town nor County maintain these [two](#)

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smaller fields.

Dillon's Woods and the associated open space (including picnic shelter, picnic tables, pavilions, and gazebo) are maintained by the Town. These areas are used for Town-sponsored special events, private special events, and certain areas will be available for hourly or daily rental (such as the pavilion, when it is rebuilt - in progress).

The parking lot is maintained by the Town and provides parking for Town Hall, the other amenities on site, and general parking for activities in the Town. Continued public access to this parking lot is crucial for ongoing Town government operations.

A. OPTIONS AND OPPORTUNITIES:

The County will maintain and operate Fireman's Field for 2017 at no cost to the Town, but this arrangement is set to expire at the end of 2017.

During discussions over the past months, Purcellville Town Council proposed options for gaining information on ways to proceed with future management of the entire Fireman's Field property. The town is looking for options that will (1) generate and maximize public revenue for Purcellville citizens; and (2) permanently preserve the character and feel of the property as a historic town asset and key component of Purcellville's community identity.

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A sample listing of these events and activities are listed below:

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Birthday Parties
School Events (skating & other)

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Memorial services
Dances
Sheriff’s Office Easter Egg Hunt
Picnics
Babe Ruth Summer League
American Legion Baseball Tournaments
Little League Baseball District Tournaments
US National Softball Exhibition
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Respondent may withdraw its proposal. This procedure shall follow Section 2.2-4330(i) of the Virginia Public Procurement Act (VPPA). Thereafter, if the work is re-bid or re-advertised for proposals, that Respondent will be disqualified from further submitting a proposal on the work.

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V. RFI PROPOSAL RESPONSE FORMAT

- A. Respondents shall submit a detailed written proposal that presents the Respondents' qualifications and understanding of the work to be performed and services required. Respondents are asked to address each evaluation criterion and to be specific in presenting their qualifications. The proposal should provide all the information considered pertinent to the qualifications for this project.

Deleted: Offeror

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Deleted: Offeror

- B. The Respondent should include in their proposal the following:

Deleted: Offeror

1. Table of Contents – All pages are to be numbered.

2. Introduction – Present a summary of the proposal.

3. Cover letter - On company letterhead, signed by a person with the authority to submit a response to this RFI. The cover letter must provide a succinct but detailed executive summary concerning the Respondent's qualifications to manage, operate, and preserve the Tabernacle including the picnic pavilion (if proposed) at Fireman's Field.

Deleted: corporate

Deleted: enter into contracts in the amount of the proposal

Deleted: Offeror

4. Response to Scope of Services – The Respondent should address and respond to each section of the Scope of Services (Section III) individually with an indication of their response. The Respondent shall identify any exceptions, referenced to the paragraph number, in a subsection titled "Exceptions."

Deleted: Offeror

Deleted: Offeror

5. Company Profile – Respondents are to present a Company profile that clearly shows the ability, capacity and skill of the Respondent and their employees to adequately perform all services required in the Scope of Services (Section III).

Deleted: Offeror

Deleted: Offeror

6. Subcontractors - Information on any subcontractors necessary to provide the services required. Provide name, experience, address, telephone number and qualifications (if applicable).

7. References – Provide a minimum of three current professional (3) references, who can attest to the Respondent's past performance providing facility and event management services similar to those required for this Contract. The

Deleted: Offeror

list should include contact persons, their email address and telephone number.
Respondents may not use the Town of Purcellville as one of their references.

Deleted: Offeror

8. Personnel Management - Detailed explanation concerning training and supervision procedures for Respondent's staff and employees.

Deleted: Offeror

9. Appendices – Optional for Respondents who wish to submit additional material that will clarify their response.

Deleted: Offeror

VI. GENERAL TERMS AND CONDITIONS

A. The Town of Purcellville has established Codes, Zoning Ordinances and general regulations. Respondents seeking to operate Fireman's Field will be required to meet these requirements.

Commentor	page	paragraph	comment	resolution/proposed change
Mayor Fraser	1	2nd	From the bulleted list it's not clear if the new Pavilion or the Gazebo is included.	Add a 6th bullet called Pavilions and Gazebo
Mayor Fraser	2	2nd	Need to add pavilion and gazebo to the parenthesis)	Dillon's Woods and the associated open space (including picnic shelter, picnic tables, pavilion and gazebo) are maintained by the Town
			This paragraph may stifle innovative and creative response by limiting potential responders to the activities listed with no variation or innovation. In addition to make a statement that the Purcellville Town Council and Community require that any proposal maintains existing activities and events, without actually taking a poll is not wise and does not leave room for the responding firm to add to, enhance or improve upon the existing activities. Just as an example, many in the business community and i would rather not have the tag sale at Fireman's Field.	It is important to note that several members of the Purcellville Town Council and Community has expressed a desire that any proposal maintains and or improve upon many of the existing activities and events as the Town Citizens and greater Purcellville Community view this Fireman's Field and Tabernacle complex as having significant community and historic value.
Mayor Fraser	2 and 3	8th	The list is too long and there are events on there such as the Tag Sale that many may like to see out of Fireman's Field. Such an exhausted list implies that the goal is to be status quo with the events, and if that is the case we should provide a table showing the schedule of each event.	Reduce the list and reference a few key activities. Use the words, such as.
Mayor Fraser	4	6th	I don't see the value of this sentence: Since the Town regularly reviews its operations and service levels, there may be a time in the future when it's (Change to its) Parks and Recreation Department assumes the responsibility for the management and operation of the Tabernacle and picnic pavilion.	Remove the statement: Since the Town regularly reviews its operations and service levels, there may be a time in the future when it's (Change to its) Parks and Recreation Department assumes the responsibility for the management and operation of the Tabernacle and picnic pavilion.

Mayor Fraser	7	B4 and B5	<p>Bullet 4 and 5 reference Section III as containing the Scope of Services, however Section III is titled the RFI PROPOSAL SUBMISSION REQUIREMENTS and contains instructions about submitting the response and no Statement of Work or Scope of Services type content.</p>	<p>Create and reference a section called Scope of Services and include the following: The Town of Purcellville desires to contract with a firm for the operation and management of the Bush Tabernacle and the Fireman's Field complex with the purpose of generating public revenue for the citizens of the town while fully and in perpetuity preserving the character and town ownership of the entire property. While not required, Offerors may also propose to operate and manage the picnic pavilion and associated tables and gazebo located at Fireman's Field in conjunction with Bush Tabernacle. Management responsibility may include but is not limited to the following: 1) Day to day operations of the facility 2) Hosting, coordinating, and scheduling events approved by Town Management 3) Advertising and marketing of events approved by the town 4) Ticketing and entrance fee collection on behalf of the Town Management 5) Manage the sale of ad placement (i.e. scoreboard and field banners) at all approved locations within the facility 6) Pursue and capture sponsorships and naming rights deals for additional revenue.</p>
Karen Jimmers	page 2		/Practice Field are operated and maintained by	It may be wise to clarify this sentence that Upper LL maintains Haske.
			Content of information	I am not suggesting that what the Purcellville Teen Center is proprietary, however we don't necessarily want to paint a proposal into a box or suggest too much and it seems that the content of that page is asking for a duplicate of what the Teen Center is doing.
Karen Jimmers	page 4			

Hays, Diana

From: Doug McCollum - Personal
Sent: Saturday, March 25, 2017 12:46 PM
To: Cool, Ryan
Cc: Fraser, Kwasi; Jimmerson, Karen; Bledsoe, Chris; Ogelman, Nedim; Grim, Kelli; Lohr, Rob; Davis, Daniel; Hays, Diana; Doug McCollum - Personal; Elgin, Kathy
Subject: Comments on Draft RFI

Ryan,

As requested, I have reviewed the draft RFI. They are just a few. Here they are:

¶ 1 Purpose: I would delete "Offerors" in the 4th line and substitute -- Responding Firms ("Respondents"). I don't expect, and we don't really ask for an offer. This is a RFI, not a RFP or RFB. That will come later.

2nd ¶ - this is unnecessary, in my view, since essentially the same substantive matters are set forth in the 1st ¶.

4th ¶; we refer to the existing contract and its date of expiration. This will undoubtedly raise questions from firms thinking they may respond. I expect it will cause some firms to decide not to respond for various reasons. I know that if I were advising a client firm I would caution the client from responding. This is especially applicable in light of the reservation set forth in the 5th ¶ on page 4.

5th ¶... the draft mentions the current maintenance by LoCo but does not provide any details, even a ballpark estimate (no pun intended), for the annual maintenance expense.

page 2:

2nd ¶ the purpose of the ¶ is unclear because it does not provide sufficient detail for a Respondent.

¶ A. Options and Opportunities:

3rd ¶: I would suggest that the RFI state that the Town prefers that a Respondent manage the entire property. If a Respondent wants to manage less than the entire complex, such a Respondent should provide the necessary detail about how this would be managed and coordinated with the property not under the Respondent's control.

¶ B. Assumptions of Town Responsibilities:

I would delete "assume" and substitute "discuss". The 1st 2 bullets can be combined into just the 1st ¶. The 3rd bullet -- I would delete "assume" and substitute "manage."

page 4:

1st full ¶... given the known past and current problems structurally with the Tabernacle, I would state that Respondents are welcomed to arrange for an inspection of the building before submitting a response.

2nd ¶ there is no mention of whether the operations and events are free or there are admission charges.

3rd ¶...I would reformat the ¶ so that "Monday and Tuesday - closed" is on a separate line. There is a fee mentioned for skates on Wednesday; what about the other days? If a Respondent prefers to operate 7 days a week, is there any reason it can't?

5th ¶... there is no explanation about expenses or entrance fees for Town hosted events described. Given the question about the existing contract for the Tabernacle, I think the last sentence can be expected to raise questions about the Town's good faith for this contract.

page 5

carryover ¶... I would delete the 2nd bullet; Haske Field is not included in the RFI.

¶III:

page 6, ¶ I: I don't see a need for a Respondent to include any Trade Secrets or Proprietary Information. I would start that ¶ with a sentence along these lines: "The Town discourages a Respondent from including any trade secrets or proprietary information but if a Respondent believes such information is necessary and appropriate, the Respondent and Town will follow Code of Virginia § 2.2-4342(F)."

¶ IV:

¶ B.3 - I don't believe it is necessary to require the person acting on behalf of Respondent to have the corporate authority to enter into a contract. This is a RFI not a RFP or RFB. So I would change the text to read that the person have the authority to submit the RFI.

Let me know if you have questions.

Doug McCollum



STAFF REPORT
ACTION ITEM

Item #12e

SUBJECT: Virginia Commission for the Arts – Local Government Challenge
Matching Grant Recommendations

DATE OF MEETING: March 28, 2017

STAFF CONTACTS: Danny Davis, Assistant Town Manager
Liz Jarvis, Chair, Purcellville Arts Council

SUMMARY and RECOMMENDATIONS:

The Purcellville Arts Council (PAC) recommends that 4 grants, totaling \$7,000, be awarded for FY 2018. These grants will be half funded by a Virginia Commission for the Arts Grant and half funded by the Town of Purcellville.

BACKGROUND:

The Purcellville Arts Council (PAC) was unable to meet for their monthly meeting on March 13, 2017 due to an incoming winter storm. The meeting was rescheduled for March 20, one week later, in order to discuss agenda items as well as review applications for the Virginia Commission for the Arts matching funds grant. The deadline for applications was March 17, 2017 at 5:00PM. Since member attendance did not meet quorum on the March 20th Special Meeting, in the interest of time, an online poll was conducted with five of the six members responding directly to PAC's Chair, Liz Jarvis (no discussion was held among members).

There were four grant applications submitted to the PAC this year. All applicants are non-profit visual and/or performing arts organizations. In keeping with VCA's grant criteria, the members voted:

1. Western Loudoun Studio Tour (WLAST) - This annual event supports local artists and provides the public with exposure to many, many artisans and artists in the Town of Purcellville and the immediate surrounding area. In its 12th year, this is a significant art event for Purcellville. All five voting PAC members said "Yes" with a recommended grant amount of \$2,000.

2. Loudoun Performing Arts - This is a new theatre organization that has been formed out of the Loudoun Valley High School Drama Boosters. It is open to all Loudoun County high school students but is based (and performances will be held) in Purcellville. VCA does not permit funding in this grant for school arts programs; however, this is now a stand-alone organization. All five voting PAC members said "Yes" with a recommended grant amount of \$2,000.

3. Loudoun Lyric Opera - This is a Leesburg based organization with promise to bring opera to Purcellville. PAC members wanted assurances that this would in fact be within the FY18 timeline and that performances would indeed be in Purcellville. Pam Butler, President of LLO, gave that assurance. Four of the five voting PAC members said "Yes" with a recommended grant amount of \$1,500.

4. Friends of Franklin Park Arts Center - The VCA matching funds grant criteria also does not permit monies awarded to Parks and Rec departments, however this is a 501 c (3) organization that serves to support the Franklin Park Arts Center. In turn, this the only performing and visual arts center in Western Loudoun and it has a direct impact on artists/audiences in Purcellville. All five voting PAC members said "Yes" with a recommended grant amount of \$1,500.

ISSUES:

There are no issues with this request. Action by Council to endorse the PAC recommendations is needed at this meeting in order to meet the Grant application deadline.

BUDGET IMPACT:

This is a total of \$7,000 in recommended grant monies to be awarded to the above referenced art organizations. Again, since it is a matching funds grant, \$3,500 would come from the PAC's budget (which was taken into consideration when budget was prepared), and \$3,500 would come from the VCA Grant. If the Town is not awarded the VCA Grant, then its matching component would not be given to the organization.

MOTION(S):

1. "I move that the Town Council approve the recommendations made by the Purcellville Arts Council for Virginia Commission for the Arts matching funds grants as noted in the staff report dated March 28, 2017."

OR

2. “I move that we approve the funding of matching grant money as follows:
_____”

ATTACHMENT(S):

1. Grant Request – Western Loudoun Artists Studio Tour
2. Grant Request – Loudoun Performing Arts
3. Grant Request – Loudoun Lyric Opera
4. Grant Request – Friends of Franklin Park Arts Center

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Western Loudoun Artists Studio Tour

P. O. Box 653
Round Hill, VA 20142

January 17, 2017

Purcellville Arts Committee
221 South Nursery Avenue
Purcellville, VA 20132

Attn: Local Government Challenge Grant

The 12th annual Western Loudoun Artists Studio Tour will be held June 3 & 4, 2017. Over 60 Loudoun artists will be opening their studios to the public for exhibition and sale of their work. Visitors will have the unique experience of interacting with professional artists in their creative working environments and learning about their creative processes. They receive a brochure with a map of all the studios on the tour to visit by car along with information about sponsoring businesses and restaurants. Purcellville is the focal point for this event; each year visitors come into town to reach many artists' studios. For the 2017 Studio Tour, we expect approximately twenty artists will be located in the Town of Purcellville and its immediate environs.

This free event attracts an estimated 1,000 visitors annually from across Loudoun County and the metropolitan region, from around the state of Virginia and from out of state. The Studio Tour offers a venue for Loudoun artists to discuss their creative process and media with visitors and to promote and sell their work. Visitors talk personally with the artists, view demonstrations, purchase and commission artwork and register for art classes. This event helps reinforce the county as an arts destination, with a vibrant western Loudoun arts community. It demonstrates the value of our artists as cultural, educational and economic resources for Loudoun County and its visitors. More information about the event can be found at: www.wlast.org.

This program is a partnership of Franklin Park Arts Center, Friends of Franklin Park Arts Center and Round Hill Arts Center. The Planning Committee for the Western Loudoun Artists Studio Tour is comprised of representatives from these organizations along with artists and community volunteers. All funds raised go toward presenting and promoting the event. (The proposed 2017 Program Budget is attached.) Quality printing and advertising, both major expenses, are key elements in promoting the Studio Tour and attracting visitors.

We request assistance from the Purcellville Arts Committee to help fund this annual event that benefits Purcellville, local artists and the Loudoun community. (Friends of Franklin Park Arts Center, a 501©3 organization, is the recipient of all funding for the Studio Tour. The address is FoFPAC, P.O. Box 2127, Purcellville, VA 20134. The 501.c.3 letter is attached.)

Thank you so much for your kind consideration of our request.

Sincerely,

Amy Manson
Western Loudoun Artists Studio Tour
571-291-5241
amymansonpottery@gmail.com

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

SEP 20 2005

FRIENDS OF FRANKLIN PARK ARTS
CENTER
20 HIGH ST
ROUND HILL, VA 20141

Employer Identification Number:
26-0119481

DLN:
17053213011015

Contact Person:
CHRIS BROWN

ID# 31503

Contact Telephone Number:
(877) 829-5500

Accounting Period Ending:
December 31

Public Charity Status:
170(b)(1)(A)(vi)

Form 990 Required:
Yes

Effective Date of Exemption:
March 17, 2005

Contribution Deductibility:
Yes

Advance Ruling Ending Date:
December 31, 2009

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

If you distribute funds to other organizations, your records must show whether they are exempt under section 501(c)(3). In cases where the recipient organization is not exempt under section 501(c)(3), you must have evidence the funds will be used for section 501(c)(3) purposes.

Letter 1045 (DO/CG)

FRIENDS OF FRANKLIN PARK ARTS

-2-

If you distribute funds to individuals, you should keep case histories showing the recipient's name and address; the purpose of the award; the manner of selection; and the relationship of the recipient to any of your officers, directors, trustees, members, or major contributors.

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,



Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)

Letter 1045 (DO/CG)

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Loudoun Performing Arts
Db a Loudoun Valley HS Drama Boosters
340 N. Maple Ave.
Purcellville, Va. 20132

Purcellville Arts Council
Attn: Local Government Challenge Grant
Purcellville Town Hall
221 S. Nursery Ave.
Purcellville, Va. 20132

Dear Arts Council Members,

A new youth theatre organization is forming here in Purcellville. Loudoun Performing Arts, is envisioned to be a summer stock theatre for select high school students who've gained a place in the cast of each summer's musical through the audition process. Although all Loudoun County high school students are eligible to audition, LPA is based here in Purcellville, and will be produced (funded) by the LVHS Drama Boosters. All proceeds will go to the LV Drama Boosters.

This summer, our inaugural production is the Broadway musical, **FAME**. Dolly Stevens will direct it, with music direction by Rick Reaves, tech direction by Russ Staggs and choreography by Sharon Mercke. We held auditions in January, and have a cast of 20 student-actors from four different LCPS high schools, including Valley. The production will be mounted and performed at Loudoun Valley HS over a 3-week period, from June 19 – July 9, 2017 –with four performances on July 7, 8 and 9.

Once cast, student actors must pay a \$500 fee to offset the many costs associated with mounting a full scale musical. Our budget for this show is \$25,000.

In future summers, the vision is for a multi-show "season" which will give our talented high school youth the opportunity to have a professional-like performing experience, led by professional artists. The added Arts benefit to the community will be quality summer theatre performances that are taking place right here in our hometown of Purcellville!

We are seeking \$2500 from this grant to be able to offer full or partial scholarships to those youth whose talent is worthy of a place in the cast, in spite of financial hardship; and to help defray production costs such as sets, costumes, lighting and sound.

Thank you for considering our request.

Sincerely,

Diane Poirier, LVHS Drama Boosters President



Dolly Stevens, Artistic Director, Loudoun Performing Arts





ParentBoosterUSA™
parentbooster.org

MEMBERSHIP & TAX-EXEMPT STATUS CERTIFICATE

This document certifies that
Loudoun Valley Drama Boosters
EIN: 47-4879675

is a subordinate member in good-standing of Parent Booster USA, Inc. through
December 31, 2017
and as a result is recognized by the Internal Revenue Service as tax-exempt under section
501(c)(3) of the Internal Revenue Code.

Information about federal tax-exempt status under section 501(c)(3) of the Internal Revenue Code.

Membership in Parent Booster USA must be renewed annually to maintain tax-exempt status. To renew membership go to: parentbooster.org.

Parent Booster USA, Inc. is a North Carolina nonprofit corporation recognized by the IRS as tax-exempt under section 501(c)(3) of the Internal Revenue Code. Parent Booster USA, Inc. also has been issued a group exemption letter by the IRS that recognizes Parent Booster USA's subordinate organization members as tax-exempt under section 501(c)(3). Parent Booster USA annually provides the IRS with an updated list of its subordinate organizations in good standing. Subordinate organizations in good-standing are provided with this certificate to confirm their federal tax-exempt status.

Confirming Parent Booster USA's tax-exempt status.

Parent Booster USA's federal tax-exempt status and group exemption letter may be confirmed on the IRS website as follows:

1. Go to www.irs.gov
2. Click on the **Filing** tab; then below, click on **Charities & Non-profits**
3. Click on the link titled **EO Select Check**
4. Click on the blue button labeled **Exempt Organizations Select Check Tool**
5. Click on the radio button next to **Are eligible to receive tax-deductible contributions**
6. Enter Parent Booster USA's EIN: **30-0281785**
7. Click **Search**

Under **Deductibility Status**, it says **GROUP**. If you click on **GROUP**, an explanation regarding the group letter ruling that exempts PBUSA's subordinates appears.

3554 West Orange Country Club Drive, Suite 250, Winter Garden, FL 34787
Phone: 866-936-6209 Fax: 866-936-1672 Email: info@parentbooster.org

LOUDOUN LYRIC OPERA

525-K East Market Street #226
Leesburg, VA 20176

March 16, 2017

Purcellville Arts Council
Attn: Local Government Challenge Grant
Town Hall
221 S. Nursery Avenue
Purcellville, VA 20132

To Whom It May Concern:

Thank you for inviting area arts organizations to submit requests for a Local Government Challenge Grant by the Town of Purcellville.

On behalf of Loudoun Lyric Opera (LLO), a non-profit performing arts organization, I submit a request for up to \$2500 to cover non-staff-related costs for a weekend of performances of Pergolesi's comedy, *La Serva Padrona* ("The Servant-Mistress"), to be held in late-July or August 2017 at the Carver Senior Center or similar venue within the Purcellville Town Limits. This production would be presented as a fully-staged, costumed performance and would appeal to audiences of all ages and backgrounds. We'd follow the performance with an hors d'oeuvres reception and interactive session between the singers, staff and our audience members.

The estimated production costs (excluding performers and artistic staff) for this event would be as follows:

Rent (Carver Center/2 shows)	\$700
A/V Equipment	50
Piano Rental / Tuning	150
Costumes	350
Set Materials & Labor	400
Printing & Reproduction	350
Advertising/Marketing	500

Total Grant Amount Requested	\$2500

Grant monies received this year would enable LLO to gain a broader audience through increased marketing outreach and lower ticket prices. Without assistance from the Town of Purcellville, we would need to move this performance to a different venue, possibly outside of the Town limits.

Now in our tenth season, LLO produces three professionally-staged productions on an annual budget of approximately \$25,000 per year. We are managed by a 9-member voluntary working Board of Directors, with artistic staff and lead performers hired on a contractual basis. We are debt-free, and maintain a break-even budget or modest net profit each year. All our performances are presented in Loudoun County. Loudoun Lyric Opera has maintained a longstanding presence in the Purcellville area since our inception, having held previous productions in the Carver Center, Franklin Park Arts Center and several local wineries.

Committed to excellence in the performing arts, LLO enriches the cultural climate of our community by providing exceptional productions in both traditional and innovative venues for our local performers to showcase their talents and for aspiring professional singers to launch their careers in leading opera houses. The LLO Board of Directors represents a wide variety of arts management and business professionals. Our commitment to quality production and fiduciary management have consistently earned LLO grant awards through Virginia Commission for the Arts and a high response rate from other granting entities.

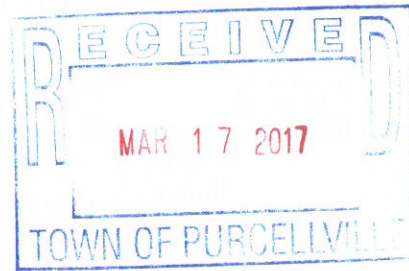
If you require any further information, please don't hesitate to contact us at admin@LoudounLyricOpera.com or call 703-771-0996. We also invite you to visit our website at www.LoudounLyricOpera.com.

We look forward to your reply and to serving the Town of Purcellville with this enjoyable production.

Yours sincerely,

A handwritten signature in cursive script, appearing to read "Pamela Butler".

Pamela A. Butler
President



Friends of Franklin Park Arts Center

March 16, 2017

Purcellville Arts Council
Attn: Local Government Challenge Grant
Town Hall
221 South Nursery Avenue
Purcellville, VA 20132

Members of the Purcellville Arts Council:

Franklin Park Arts Center will celebrate its 10th anniversary in FY 2017-18. As in past years, Friends of Franklin Park Arts Center will sponsor four to five performances as part of our 'Gold Star' series by underwriting their performance fees. Examples of 'Gold Star' performances include Loretta Swit in a one-woman show as Eleanor Roosevelt; the Irish band Lunasa; folk musician and banjo player Jayme Stone; and well-known groups like the Seldom Scene and the Kingston Trio. We ask for your assistance in the amount of \$1000.00 from the Purcellville Arts Council to help support our 10th Anniversary 'Gold Star' series.

These performances bring national-level touring artists for Purcellville citizens and the greater Loudoun community to experience and enjoy. They supplement programs presenting local performers. As a consequence, this series raises the profile of the Arts Center and extends the reputation of Purcellville as an arts destination. In addition, our season programs benefit local businesses by featuring information about sponsoring restaurants, wineries and other local businesses in and around Purcellville. The town is a natural meeting point for people attending performances to dine, enjoy a glass of wine or shop before or after a show.

Friends of Franklin Park Arts Center is a 501 (c) (3) organization whose mission is to support and enhance the facility, programming, and community outreach of Franklin Park Arts Center. In addition to sponsoring a variety of programs and gallery exhibits, board members volunteer at the box office and in the theater, help install exhibits, assist with promotion, and purchase specialized equipment and amenities for the Arts Center. Our 501 (c) (3) letter is attached.

Thank you so much for your kind consideration of our request.

Sincerely,

Amy N. Orr
President
Friends of Franklin Park Arts Center
703-629-8088 cell
willowamy@gmail.com

PO Box 2127 Purcellville, VA 20134

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

SEP 20 2005

FRIENDS OF FRANKLIN PARK ARTS
CENTER
20 HIGH ST
ROUND HILL, VA 20141

Employer Identification Number:

26-0119481

DLN:

17053213011015

Contact Person:

CHRIS BROWN

ID# 31503

Contact Telephone Number:

(877) 829-5500

Accounting Period Ending:

December 31

Public Charity Status:

170(b)(1)(A)(vi)

Form 990 Required:

Yes

Effective Date of Exemption:

March 17, 2005

Contribution Deductibility:

Yes

Advance Ruling Ending Date:

December 31, 2009

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

If you distribute funds to other organizations, your records must show whether they are exempt under section 501(c)(3). In cases where the recipient organization is not exempt under section 501(c)(3), you must have evidence the funds will be used for section 501(c)(3) purposes.

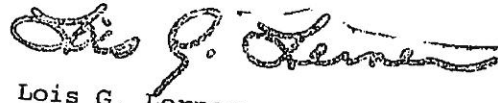
Letter 1045 (DO/CG)

FRIENDS OF FRANKLIN PARK ARTS

If you distribute funds to individuals, you should keep case histories showing the recipient's name and address; the purpose of the award; the manner of selection; and the relationship of the recipient to any of your officers, directors, trustees, members, or major contributors.

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,



Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)

Letter 1045 (DO/CG)

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